

**SHOW YOUR COMPANY'S COMMITMENT TO SOCIAL RESPONSIBILITY:
BRANDED SPONSORSHIP IN UP TO 100,000 "16 THINGS" BOOKS**

8 4-C Pages for Multiple Messages, Forward by CEO, a Chapter on your Mission
35,000 Free Books to Share with Prospects, Clients and Staff
Sponsorship of 8-12 Week Workshops reaching over 20,000 Participants

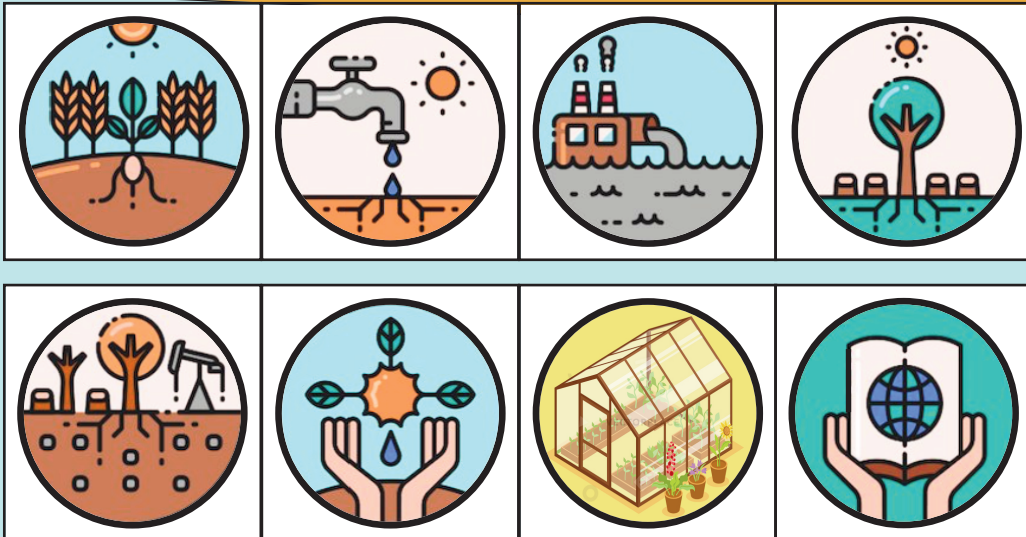
16 THINGS

We ALL CAN Do

**TO ACT RIGHT & HELP
SAVE THE PLANET!**

SUSTAINABILITY SPECIAL EDITION

**FEATURING SOLUTIONS & ACTIONS PLANS
BY THE BEST & BRIGHTEST SUSTAINABILITY
EXPERTS ON FOOD LOSS, WASTE & HUNGER**



**AN ESSENTIAL SELF-HELP GUIDE FOR DETAILING PROBLEMS &
SOLUTIONS TO IMPORTANT ISSUES THAT IMPACT OUR HEALTH,
HAPPINESS, SUCCESS & QUALITY OF LIFE**

BY LYLE BENJAMIN

Forward by CEO Rodney McMullen, Kroger



SUSTAINABILITY SPECIAL EDITION

“16 THINGS WE ALL CAN DO To ACT RIGHT & HELP SAVE THE PLANET!”

100,000
Book
Distribution

500,000
Book
Circulation

- Schools
- Churches/Temples
- NPOs
- Agencies
- Businesses

- Libraries
- Bookstores
- Chains
- Drug Stores
- Supermarkets

- Direct Mail
- Internet Sales
- Affiliations
- Associations
- Special Events

- Fund Raisers
- Promotions
- Workshops
- 8-12 Week Better Comm./Literacy Wkshp

Increased:

- > Branding
- > Marketing
- > Media
- > Publicity
- > Philanthropy
- > Revenue

32

Sustainability Leaders on 16 Important Issues

people face in their lives and what needs to be done to help solve these problems.

Featuring:

- Important Issues/Solutions
- Color Headshot
- Accomplishments
- Social Media Connections
- Add'l PR from 32 Leaders

Company Biography & Mission

Chapter & Expanded
Website Section on
Social Resp. Sponsor

Corporate Leadership & Social Responsibility

Education, Inspiration,
Empowerment, Action

Books/Materials Scholarships
Awarded In Each Contributors Name

20,000 Youth

Attend 8-12 Week Communi-
cation & Literacy Workshops

Add'l Workshops Nationwide

LETTER FROM THE PUBLISHER

Social Responsibility & Multiple Branding Opportunities

For many companies, one of the most important messages they can convey is one of Corporate Social Responsibility: This company cares. Not only about their customers, but about their employees, the environment and the planet.

“16 Things We Can Do” can help you achieve multiple company objectives — branding, public relations, advertising, corporate social responsibility, global citizenship — through its unique book publishing program that combines “Chicken Soup for the Soul” style messages with expert testimony from industry leaders and people of influence.

This reinforced combination of experts, messages and media serves to ratchet up the power of Sponsor Branding geometrically.

Instead of placing a single page advertisement in a national magazine where 90% of the readers don't see the message, and the other 10% may not be interested at the time they see it ... you have an entire reference book that is directly on point with your mission and messages.

Additionally, you have cover representation, 8 full-color, 6" x 9" advertising pages in one publication, a forward by your CEO or President, a short chapter on the mission of the company, sponsor representation on 16 Things and Planned Acts Of Kindness websites, and at 8-12 week “Better Communication & Literacy” Workshops — and now you've got branding on steroids.

Exceptional Programs, Exceptional Performance

100,000 Book Distribution	500,000 Readership Circulation	Branding on Book Cover	Forward by Org's CEO	Chapter on Org's Mission	8 Full Color 6" x 9" Adv. Pages	35,000 Free Promotional Books	Free BC&L Workshop Sponsorship	Multiple Website Coverage
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Deliver something unique to your target market — a branded book tailored to their interests — and now the possibilities are endless.

Please contact me directly to see how we can work together to create a winning program for you and your organization.

Best regards,

Lyle Benjamin
Founder & Executive Director
16 Things Kids Can Do, Inc.
Tel. (212) 213-0257
Cell (917) 683-2625
16Things.Org
PlannedActsofKindness.Org
16ThingsPress@gmail.com



16 THINGS BOOKS

Self-Help Guides Working for the Betterment of Kids, People & The Planet

16 Things : Mission Statement

"To provide books, workshops, programs and activities that educate, empower and transform kids and people to achieve their goals through action."

- Objectives:**
- To provide empowering and transformative educational and action orientated programs to help people achieve their goals and objectives for living happier, healthier and more successful lives.

- Outlining The Problems:**
- For Many of Us:
 - We are educated in ways that don't often promote long-term growth and development
 - We would like to do more for ourselves, our families and our future but we don't know how
 - We need responsible and actionable information to rely on
 - We often don't feel engaged and inspired to take action
 - We often feel that we are powerless to make a difference
 - We often lack a healthy support system
 - We often don't feel a strong sense of community
 - We would like to do more for others but aren't motivated by volunteering at soup kitchens, clean-ups and walk-athons

- Outlining The Solutions:**
- 16Things' Books/Workshops Education & Action Programs:
 - Provide a multi-pronged approach to that educates, supports and reinforces the desired behavior
 - Each book presents 16 problems and two experts per problem that explain why and what we need to do to solve the problem
 - Expert information is supported by their background info and social media contact information
 - The books form the basis of Better Communication & Literacy (BCL) Workshops where people get together and read aloud the problems and solutions and then discuss. The workshops are 8-12 week peer to peer support groups where people develop relationships and a stronger sense of community while taking action to solve real problems.
 - 16 Things "Book Series"
 - 16 Things+ Better Communication & Literacy (BCL) Workshops
 - 16 Things "Youth & Adult" Training Programs
 - 16 Things "Courses & Classes"
 - 16 Things "Workshops"
 - 16 Things "Events"

I6 THINGS BOOKS

Self-Help Guides Working for the Betterment of Kids, People & The Planet

Advertising & Branding

Client Benefits:

- 16 Full-Color Branding & Advertising Pages:
 - 100,000 Books: 35,000 Free for Company Promotions
 - 60,000 Books: 20,000 Free for Company Promotions
 - 30,000 Books: 10,000 Free for Company Promotions

Value Added Branding Extras:

- Free:
 - Up to 35,000 promotional books FREE with order
 - Forward by Company President or CEO
 - Chapter on Company & Organizational Mission
 - Featured Sponsor for 16 Things 8-12 Week "Better Communication & Literacy (BCL) Workshops"
 - Sponsor Placement on "16ThingsKidsCanDo.Org" Website
 - Featured Branding with "16 Things" Outreach & Engagement
- Optional:
 - Preferred Sponsorship of "PlannedActsofKindness.Org"
 - Preferred Sponsorship of "National Kids' Month"
 - Preferred Sponsorship of 2020: The Year of Kindness
 - Program Sponsor Promo Cards

Marketing, PR & Promotions:

- Coverage through:
 - Internet
 - Social Media
 - Word-of-Mouth
 - Television
 - Radio
 - Magazines
 - Newspapers

Book Distribution:

- Bookstores
- Magazine Stands
- Drug Stores
- Department Stores
- Supermarkets
- Schools
- Libraries
- Sponsors
- Health Care Providers
- Hospitals
- Day Care Facilities
- Waiting Rooms
- Direct Mail
- Charities
- Fund-Raisers
- Internet Affiliates

DEMOGRAPHICS

MILLENNIALS ARE THE DEMOGRAPHIC BRIDGE BETWEEN THE LARGELY WHITE OLDER GENERATIONS (PRE-MILLENNIALS) AND MUCH MORE RACIALLY DIVERSE YOUNGER GENERATIONS (POST-MILLENNIALS)

**25%
@75**

**OF THE TOTAL
U.S. POPULATION**



MILLION



44%

**MINORITY
DIVERSITY**



94%

**FEEL THE COMPANIES
THEY WORK FOR
SHOULD HAVE NON-
TRADITIONAL BENEFITS**



Gender:
56% Female
44% Male

Age:
78%
18-44

Homeownership:
< 1 out of 3

**Post College Average
Household Income:**
\$71,000

**Post College Households
with Children:**
2 out of 3

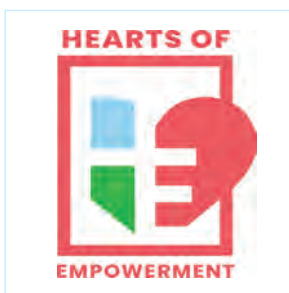
College Education or Beyond
2 out of 3

Top Five Markets:

1. NY
2. LA
3. Chicago
4. Dallas
5. Atlanta

PARTNERS & SUPPORTERS

PLANNED ACTS & 16 THINGS PROGRAMS ENJOY SUPPORT FROM A WIDE RANGE OF ORGANIZATIONS & COMPANIES, BOTH DOMESTIC AND INTERNATIONAL, AS THEY WORK FOR THE BETTERMENT OF KIDS, PEOPLE & THE PLANET.



IN THE NEWS

PLANNED ACTS HAS BEEN FEATURED IN NUMEROUS TELEVISION, RADIO
PRINT & ON-LINE MEDIA REACHING AUDIENCES IN THE TENS OF MILLIONS.



TheStreet.

CISION
PR Newswire

finanzen.net

euro
news.



kake
News abc

NewsBlaze

2 NEWS
COVERAGE YOU CAN COUNT ON

CityRoom
www.cityroom.com

3 WRCBtv

MARKETS
INSIDER

KITV4 abc
ISLAND NEWS

69 NEWS
WFMZ-TV

Daily Herald
Big Picture . Local Focus

rrstar.com

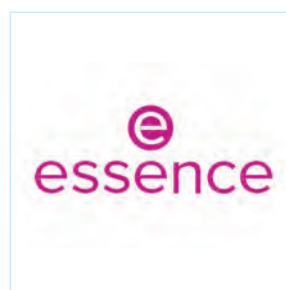
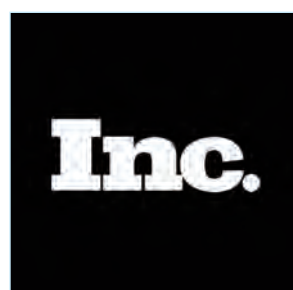
Townhall
FINANCE

abc 8
KLKN-TV
Lincoln NE

International
Business Times

MEDIA OUTLETS

IN ADDITION TO SECURING MEDIA COVERAGE THROUGH PRESSCABLE, PRNEWSWIRE, AND THE RADIO & TV INTERVIEW REPORT, I6 THINGS PARTICIPATES IN THE NATIONAL PUBLICITY SUMMIT & PROVIDES NEWS STORIES TO THE FOLLOWING OUTLETS:



BOOK INSERTION ORDER

Please Type or Print Clearly. Submit to: 16 Things Press, Entrepreneurs Small Business Network, 20 East Broadway, 4th Fl., New York NY 10002

Company: _____
 Contact: _____
 Title: _____
 Address: _____
 City/St/Zip: _____
 E-mail: _____

Date: _____
 Tel. (office): _____ Ext. _____
 Tel. (direct): _____
 Tel. (cell): _____
 Tel. (fax): _____
 P.O. Number: _____

BRANDING:

Book Cover: Sponsor Name & Logo Featured
Forward: Written by CEO or President
Chapter: Company/Organization History/Mission
Recognition: Better Communication & Literacy Workshops

ADVERTISING:

Quantity: 100,000; 60,000, 30,000 Books
Size: 6" x 9"
Adv. Pages: 16-Pages (8-Pages, Front & Back)
Color: 4-C
Circulation: Up to 500,000

PR & MARKETING:

35,000 Free Books with 100,000 Book Order (**\$698,250 Value**)
20,000 Free Books with 60,000 Book Order (**\$399,000 Value**)
10,000 Free Books with 30,000 Book Order (**\$199,500 Value**)

BOOK TOPICS:

Aging
 Banking
 Bullying
 Business
 Civility / Kindness
 Climate Change
 Computers
 Education
 Energy
 Environment
 Ethics
 Food
 Finance
 Fitness
 Gender
 Government
 Health

Immigration
 Inequality
 Mental Health
 Nutrition
 Politics
 Race
 Religion
 Retirement
 Social Issues
 Sustainability
 Taxation
 Technology
 Terrorism
 War
 Water
 Work
 Other: _____

SPONSORSHIPS AVAILABLE:

BCL 8-12 Week Workshops (included)
Planned Acts of Kindness
2020: The Year of World Kindness
Courses/Classes/Workshops
One Planet Clubs
OnePlanet-OnePeople Game

CSR AVAILABLE:

Employee Volunteer Program
Be The Hero Leadership & Recog.
Custom Benefit Programs
Host & Post Daily Planned Acts

RATES:

Quantity:	Price:
100,000	\$ 482,688
60,000	\$ 344,292
30,000	\$ 194,886

INSERTION ORDER:

WELCOME ABOARD & THANK YOU FOR JOINING OUR TEAM.

Terms on established credit accounts. A non-refundable deposit of 50% is required on all orders. Balance due upon delivery of initial receipt of books. Shipping and handling are additional. Balances unpaid after 10 days from date on invoice are subject to a late payment charge of two percent per month, or maximum allowed by law, if different, together with expenses incidental to collection, including arbitration, court costs, and reasonable attorney's fees.

 Authorized Signature Date

Print Name: _____

Book Order:

Quantity: _____
 Free Books: _____
 Special Edition: _____
 Rate: \$ _____
 Deposit: \$ _____
 Balance: \$ _____
 Date Paid: ____/____/____

Materials Received:

Date: ____/____/____

Sponsorships:

Program: _____
 Level: _____
 Amount: \$ _____